



LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



LOS ANGELES COUNTY HAS 110,000 MOTOR VEHICLES

(By James Lee Darrell, in Motor Life)

Take the map of southern California and turn to the southern portion of the state. Put your finger on Los Angeles county and you touch the very hub of the entire motoring world. Boston may be, or may have been, the "Hub" so far as some things are concerned, but Los Angeles county is the banner rubber "Hub" of the whole universe.

With an area of square miles computed at 4099, and excluding Catalina and San Clemente islands, the county practically has 3880 square miles of territory. In this area over 110,000 automobiles are in use which are owned by resident owners. Many thousands of motor cars belonging to non-resident owners also are in constant use in the county, in addition to those owned locally. As an instance of the magnitude of this outside travel, over 20,000 non-resident cars came into Los Angeles county last year over the national highways alone. The figures of 110,000 cars quoted above are, of course, exclusive of automobile trucks, trailers, or motorcycles.

In the forty-six states of the United States there are only nineteen which individually exceed the number of automobiles used in Los Angeles county by resident owners. In the following twenty-seven states each falls short of that number—111,000—these states reading as follows: Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Idaho, Kentucky, Louisiana, Maine, Maryland, Mississippi, Montana, North Dakota, Nevada, New Hampshire, New Mexico, North Carolina, South Carolina, South Dakota, Vermont, Virginia, West Virginia, Wyoming, Utah and Oregon.

Los Angeles county has twice as many automobiles as either Maine, West Virginia, Louisiana, Arkansas or Mississippi; three times as many as Utah, New Hampshire, Arizona or Vermont; five times as many as Wyoming, and over eleven times as many as Nevada. Among the counties of California, the nearest competitor to Los Angeles county is San Francisco county with a total of 37,285 up to July 30, 1919, a little over one-third as many cars as Los Angeles county.

Los Angeles county has more than one-fourth as many automobiles as England, Ireland and Scotland combined. It has more than half as many cars as all France. It has more automobiles than Germany, Austria, Denmark, Norway and Portugal combined. It has as many motor cars as Austria, Mexico, China, Japan, Sweden, Switzerland, Egypt, Italy and Russia taken together. Remember, now, this is Los Angeles county alone that this

statement and these figures refer to. They are backed by the latest and most authentic automobile census data.

There are close to 600 motor dealers in the county, and many new buildings are now being erected to accommodate other dealers who are coming in to locate here. Some districts in Los Angeles city are literally "motored" as regards the business done in these special areas. Motor dealers, motor repairs and garages, dealers in motor accessories, dealers in used cars, motor "wrecking" plants, and other angles of the business occupy solid blocks in certain parts of the city. No other territory of thirty-eight hundred square miles can compare in the most remote degree to Los Angeles county for variety of scenery or for the extent and quality of the public highways. These facts, together with a practical twelve months in the year usage of these superb roads, largely explains why Los Angeles county has risen to such towering eminence in the motoring world.

The inception and the growth of the highway system in the county have been vitally indebted to the Automobile Club of Southern California for much of its progress. The club has worked in the legislature and all through the southern counties for good roads, and also in the various state campaigns. Its club emblem bears the motto "Good Roads," and its membership of over 20,000 active motorists makes it a potent force for modern highways whose influence can scarcely be overestimated.

The highways in Los Angeles county radiate from Los Angeles city in every direction like the spokes in a wheel. To the sea, to the mountains, canyons, lakes, forests, and foothills, through flower-crowned and fruitful agricultural and horticultural districts, unnumbered modern built roadways interlace and extend, making the whole county a network of superb and scenically unsurpassed causeways.

There are 599 miles of paved highways in Los Angeles county, and the roadways to be built under the \$10,000,000 state highway bond issue will add approximately another 100 miles to the county system. The cost of this 599 miles of modern causeway was \$5,890,291.97. Some of this road building cost as high as around \$14,300 a mile; some of it cost as low as \$4,700 a mile. Every mile and every foot of it have paid big dividends to the people of the county. The district levy for road taxes has been reduced from 60 cents to 45 cents on the hundred dollars since the introduction of good roads into the county. Every mile of these highways is scientifically signposted with warning and guiding signs placed there by the Automobile Club of Southern California, and these signals also are found on all unpaved roads in the county as well.

It is next to impossible to calculate when the "peak" of automobile activity will be reached in Los Angeles county. Taking the figures for the four years last past, and they record a steady advance. In 1916 the number of resident-owner automobiles cars in Los Angeles county are 61,137; in 1917 the number read 78,143, an increase of 17,006 cars; in 1918, largely because of war conditions, the number of cars registered in Los Angeles county was 85,955, or a total of only 7312 over 1917. In 1919 the numbers of cars registered increased to 111,000, or 25,045 cars over 1918, and 49,863 cars over 1916. The yearly average increase for these past four years was something over 12,000 cars.

The prospects are excellent for a continual steady gain in the use of automobiles in Los Angeles county. The county is growing phenomenally in population, wealth and manufacturing importance. Agriculturally it is the leading county in the United States. In manufacturing it is expected that the present United States census will show Los Angeles to be somewhere between the fifteenth and the twentieth on the list of America's greatest manufacturing centers. In all this material advancement the automobile has been at the head of the procession. Figure as you may, the influence of the motor car, the motor truck, the "trailer," and even the motorcycle looms impressively and unmistakably as the ruling power. Transportation is the life-blood of the commercial body. It enters the veins and arteries of all vast cities of traffic. It permeates city, town and county districts. It is, and always has been, and always will be the most vital factor in the life and prosperity of the nation. It is as essential in war as it is in peace. The greatest step forward in transportation, because the simplest and most universal, was the introduction of automotive vehicles. They mean the greatest good to the greatest number, and present conditions make them obtainable by nearly everyone. As was wisely remarked by a latter-day philosopher, "the rich have their motor cars, and the poor have their automobiles."

Los Angeles county is a notable example of what automobiles and good highways can do in building up a community, and build it on a foundation of enduring prosperity. The automobiles have brought good roads to the county, the good people to the county, and good times to the good people. The superb climate and the manifold beauties of the country as to natural scenery were already here. To the men and women who came here a quarter of a century ago, or who have visited the county after a lapse of 25 years, the change has been in the nature of the miraculous something which spells such a magical transformation of previous conditions, that only those who have actually experienced the metamorphosis can adequately realize or intelligently explain it. That is the only way it can be talked about.

DOOR RATTLES ARE EASILY OVERCOME. When something seems to rattle around the body of your machine and you don't know just what it is, get someone to hold the doors tight while you drive, says American Motorist. If that stops the rattle, get some anti-rattlers for the doors and apply them; or fasten a small piece of rubber on your door to fill out the vibrating space.

The fellow who is always looking for trouble with his car never needs to have very good eyesight to find it.

AUTOMOBILE TOURIST LOOKING UP ROUTES

Utah to Entertain Many Motor Travelers Over Scenic Cross-Country Highway

Local automobile enthusiasts are beginning to look up routes of travel for the summer holidays, says O. J. Stillwell, of the Ogden Chamber of Commerce, which is calling attention of travelers in the west to the scenic advantages of the Evergreen National highway, which opens up to the fortunate possessor of an automobile one of the most delightful trips through gorgeous scenery anywhere to be observed in the United States.

To all the latter, the Evergreen National Highway is recommended as one of the best routes from many standpoints. The Evergreen Highway is centered in Tacoma so far as its administrative association is concerned, but geographically it includes the famous Georgian Circuit on the north, follows Pacific Highway south to Vancouver, Wash., thence runs east along the north bank (Washington side) of the Columbia river through the wheat belt of the Evergreen state, into Idaho at Lewiston, thence through scenic Idaho with its beautiful Twin Falls and Shoshone Falls, to Utah and Salt Lake; thence southward along the Grand Canyon of the Colorado in Arizona and across Arizona to the Texas boundary and terminates at El Paso.

So far the Evergreen Highway has been exploited only to Salt Lake City but the remainder of the route, providing practically a water-grade highway into the Pacific northwest, open from January to December, will be

brought into line as rapidly as development plans will permit.

Communities from Vancouver, B. C., on the north to Salt Lake on the south are actively endorsing their approval of the Evergreen highway. Many communities are heavy contributors to the Evergreen Highway association's funds expended to promote, improve and advertise the route. Officers of the association have been chosen from wide-awake localities along the route.

Green Signs Mark Trail. The section from the Canadian line to Salt Lake City has been marked with the green signs and is all open for travel with the exception of the Little Salmon river canyon in Idaho, where construction work costing many thousands of dollars will be completed in August, though the road will be open to travel in July.

One hundred and fifty miles of highway between Salt Lake City and the Idaho line is paved. Idaho spent \$700,000 in improvements on the highway last year and has \$2,200,000 appropriated for further improvements this year. Washington will spend about \$3,000,000 in the 1919-1920 biennium. Poor sections are rapidly being repaired through local interest. Many cities and towns along the highway have gone to great expense to prepare model camps for motor tourists and everywhere an effort is being made to interest the visitor.

The highway crosses no big mountain ranges but offers diversified scenery from the beauties of the Georgian Circuit linking British Columbia and Washington, the grandeur of Mount Tacoma and the Puget Sound and Olympic countries, to the natural wonders of Utah and Arizona.

The firefly is a careful crier; He never need be fined For joy riding after dark With no tail lights behind.

Any chauffeur can name fifty chauffeurs who are overpaid—American Motorist.

A CRAZY CAR

AT HIGH SPEED

The unbelievable amount of punishment sustained by automobile tires in speed races when wheels are revolving at the rate of 25 times a second when the car is making 100 miles an hour, is not appreciated by the average racing fan.

A remarkable incident in the recent races at Los Angeles brings this point out in a striking manner. Art Klein was leading the field on the 183rd mile, cleaving the air at 104 miles an hour. Suddenly his right rear wheel collapsed, the steel spokes being sheared off close to the rim. Rearing wildly, the car scrambled crazily about on the remains of the wheel, but the fully inflated Goodyear cord tire, perfectly mounted, swept on down the track at terrific speed in the direction the car had been taking. When it finally came to a stop, it was found uninjured.

This is the first time that such a freak performance, demonstrating the ruggedness of tires, has ever been witnessed during a race.

Here is a sign which may be seen any day in a certain New Jersey village:

I AM THE GUY WHO REPAIRS AUTOMOBILES AND FIXES FORDS

Wonder why this Jerseyman makes this distinction?

The worst feature of this prohibition thing is the predicament in which it places those motor vehicular nuisances whose brazen rule it formerly was: When in doubt, blame the Run Demon and let it go at that.

HOW TO BUY

YOUR BATTERY

When buying a storage battery the motorist will do well to bear in mind that the "punch" and amount of service it will give is primarily dependent upon the plates.

The flow of energy carried over the wires to the lamps and starter comes from the plates. The plates are the vital parts.

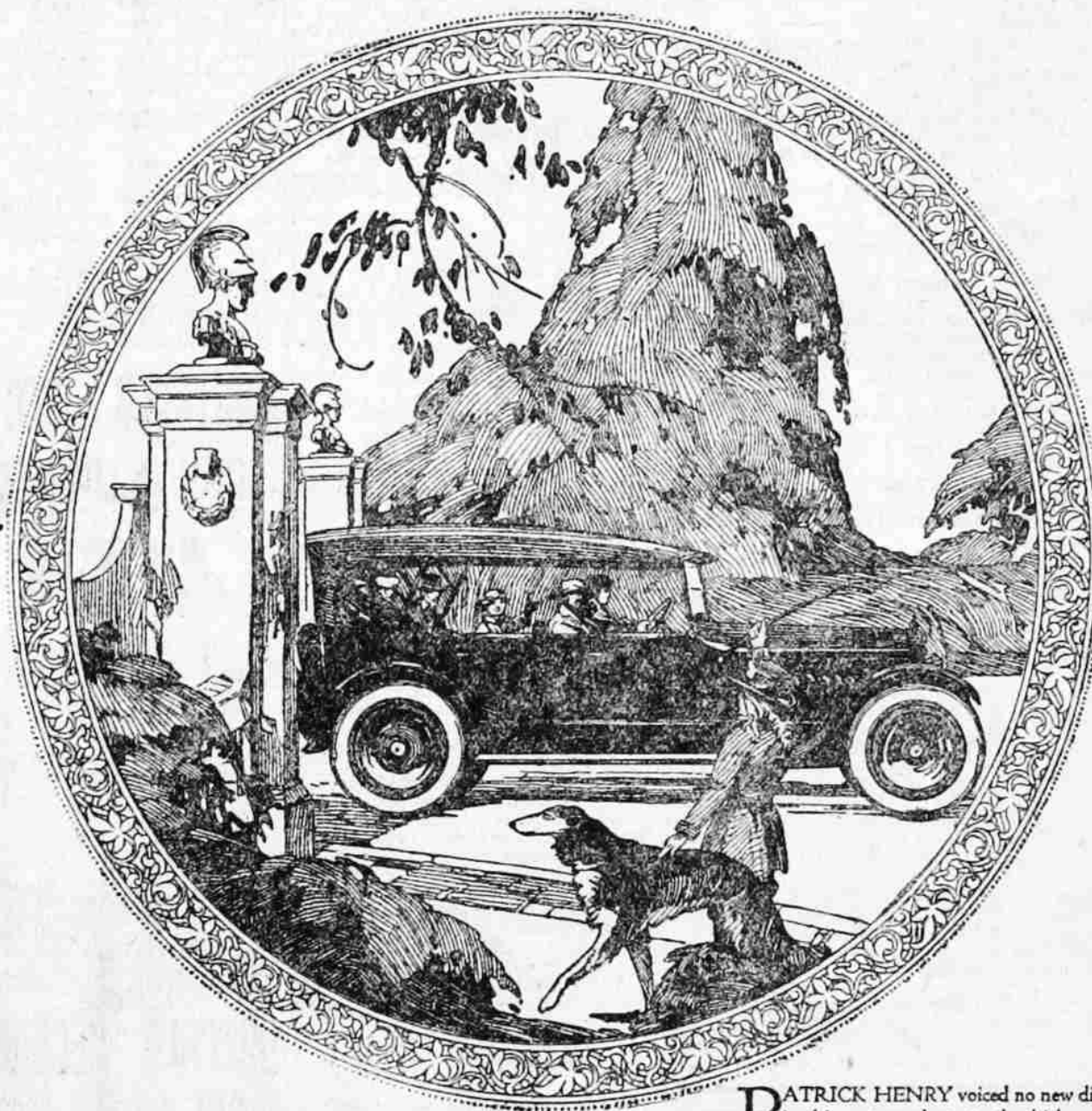
In the selection of a battery consideration should be given the comparative values of various makes of plates. A storage battery plate consists of a grid or framework of lead on to which the active material or lead oxides are pasted.

There are two methods of applying the paste—hand pasting and machine pasting.

By the former method the paste is worked into the grid with a hand paddle. The pressure exerted is limited by the strength of the human hand, which unfortunately is not sufficient to produce the best results. Settling of the material on one side of the grid before the paste is applied to the other is another disadvantage with hand pasting.

By the machine pasting process the active material is forced onto the interstices of the grid, both sides in one operation, effecting a solid, homogeneous mass from face to face. To tenacious as to prevent disintegration or crumbling from vibration or road shock.

There is no secret to success; anybody can achieve it who will work hard enough for it. Fools think the motor vehicle trade is an exception to this universal rule.



"I know of no way of judging the future but by the past."

PATRICK HENRY voiced no new discovery in this sentence, but a truth which even ages of experience is often overlooked.

Here at the Peerless factory we have tried to perform each day's work so that as a part of our past it should become also a guarantee as to our future.

"History," says Carlyle, "is the essence of innumerable biographies." The history of Peerless is written in the lives of the individual members of this closely-knit organization, in their ideals and the processes by which they have attained their ideals.

For we have gone about our tasks here in an orderly manner, each to his own, but all focused constantly upon the goal of better motor cars; without the unhealthy haste induced by a desire for quantity production, but carefully, scientifically, efficiently.

For more than eighteen years we have built every Peerless car entire in this plant—that is why the Peerless is, in the finest workmanlike sense of the word, a unit, and not an assemblage of dissociated units.

For the past five years, since the development of the two-power-range, eight-cylinder principle which has made Peerless famous, we have not seen fit to make a single fundamental change in the design of the car which has answered instantly and enduringly every demand made by the exigencies of motoring, and from past accomplishment we are content that our future shall be judged.

Touring Car or Roadster \$3,050 Coupe \$3,700
Sedan \$3,900 Sedan-Limousine \$4,150
F. O. B. CLEVELAND. Subject to change without notice.
THE PEERLESS MOTOR CAR COMPANY
Cleveland, Ohio

CHEESMAN AUTOMOBILE CO.,
2566 Washington Avenue Phone 325

PEERLESS
TWO POWER RANGE EIGHT

"LOADING" RANGE "SPORTING" RANGE

CHEVROLET

Maximum Power with Minimum Expenditure

The "four-ninety" Chevrolet embodies exceptional comfort and convenience with a low graceful body line and a sturdy construction that insures its ability to negotiate the most difficult roads. The valve-in-the-head motor gives you maximum power with minimum fuel expenditure.

Designed in four different models, the "four-ninety" Chevrolet is of inestimable value to the man whose time and energy are vital factors in his daily work. It multiplies a business man's usefulness to himself and his business. It affords economical and swift transportation for the professional man and, for the woman who wishes to drive her own car, it adds both pleasure and convenience to shopping or social occasions.

The "FB" model is a big, roomy car. It has power for all needs and for every occasion. And it possesses distinctive individuality in its graceful, streamline body. Mechanical sturdiness, proper weight, safety, economy and conveniences have all received an unusual degree of attention from the designers.

Hudson "Super-Six" Essex Chevrolet

OGDEN MOTOR CAR CO.
2347 Hudson Ave., Ogden Telephone 460